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GLENDALÉ CVB HOLDS ANNUAL MEETING, ANNOUNCES WEST VALLEY TOURISM AWARD WINNERS

Stakeholders Gather to Discuss State of Tourism in the West Valley

GLENDALÉ, Ariz. – The Glendale Convention & Visitors Bureau (CVB) hosted its annual meeting today at Camelback-Ranch Glendale, with game-winning news for its members in Glendale and across the West Valley on last year's accomplishments.

Highlights include:

- Hotels: a 5.5% increase in occupancy; 13.3% increase in the average daily rate; 19.5% increase in revenue per available room
- The launch of the CVB's national sales division, which in six months of participating in tradeshow and sales missions resulting in more than 120 appointments, 500 leads, 1,550 blocked hotel rooms and 100,000 square feet of booked meeting space
- 95% membership renewal rate
- Social media contests received nearly 100,000 entries! Partners include: Arizona Coyotes, Vizio Fiesta Bowl, The Tonight Show with Jimmy Fallon, Chicago White Sox and Blackhawks, Barry Manilow and Taylor Swift concerts, Kiss Me I'm Irish Rush, Camelback-Ranch Glendale, Super Bowl Fan Experience, Waste Management Phoenix Open and LEGO
- Local earned media for CVB promotions include 90 stories generated, 2.9 million audience impressions and \$151,000 in publicity value
- The Super Bowl generated hundreds of media stories in such outlets as NBC Nightly News, CBS Evening News, NPR, NY Times, Forbes.com, USA Today, ESPN the Magazine, ESPN.com, Fox News and the Associated Press with a publicity value of \$17 million

The event's keynote speaker was Tom Sadler, President & CEO of the Arizona Sports and Tourism Authority who presented the latest information on Arizona's next major sporting event, the College Football Playoff National Championship in January 2016.

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CVB Annual Meeting

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Another highlight of the CVB's annual meeting was the reveal of the organization's new brand. The Glendale CVB will now be known as Visit Glendale, with a new name and logo that will be more in keeping with industry trends. "As we continue to showcase all 14 West Valley cities, we know that this new brand will greatly enhance our efforts as we market, promote and elevate tourism throughout the region," said Lorraine Zomok, Glendale CVB Manager. "We look forward to the exciting programs, initiatives and partnerships ahead as we continue to drive tourism west."

The day's celebration continued with the presentation of the annual West Valley Tourism Awards. The winners are:

- **West Valley Tourism Champion:** (An individual, group or business that drives tourism to the West Valley through product development, infrastructure growth or marketing and promotion strategies) **West Valley Spring Training – Camelback-Ranch Glendale, Goodyear, Peoria, Surprise and Maryvale Ballparks**
- **West Valley Community Partnership Award:** (An individual, group or business that makes a difference in our community by giving back through unique partnerships and outreach to local, regional and global charitable causes) **Linda Moran Whittley, Papa Ed's Ice Cream**
- **Spirit of the West Valley:** (An individual, group or business that embodies the incomparable spirit and culture of the West Valley) **Glendale Civic Pride Ambassadors**

Sponsors for the event include: Glendale Civic Pride Ambassadors, Key 360 Media, Madden Media, Holiday Inn Express & Suites, Staybridge Suites, University of Phoenix Stadium, Spectra, Triple T Promotions and Wildlife World Zoo and Aquarium and Safari Park.

The Glendale CVB Annual Meeting will be broadcast on Glendale 11 in its entirety, as well as on the city's YouTube channel and www.VisitGlendale.com. For additional information, contact Visit Glendale at 623-930-4500 or www.VisitGlendale.com.

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